BTEC Assignment Brief

Qualification	Pearson International BTEC Level 3 Foundation Diploma in Marketing Pearson International BTEC Level 3 Diploma in Marketing Pearson International BTEC Level 3 International Extended Diploma in Marketing
Unit number and title	Unit 9: Marketing an Event
Learning aim(s)	**A:** Explore how organisations use promotion to successfully market events
Assignment title	Marketing events successfully
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are working as a marketing assistant for a local events management company. They are currently developing their marketing plan for their next event and would like you to research the strategies and methods used to promote successful events. Your manager has asked you to create a report to support the team in developing an innovative and successful marketing plan for the event.

Task	You will have to gather research on the marketing of events, to prepare an individual report which examines the marketing strategies used to achieve aims and objectives in two contrasting events. Your report should include: • details of the purpose of each event, their aims, objectives and audience • an explanation of the purpose of marketing for each event, making reference to marketing strategies and promotional methods used • an explanation of marketing strategies, and an analysis of their effectiveness in achieving aims and objectives for each event • a thorough evaluation of the success of marketing strategies in achieving the aims and objectives of each event, drawing on your research and findings to justify how promotional methods have helped achieve the events' purpose • recommendations as to how the two events could improve their marketing strategies and promotional methods in the future.
Checklist of evidence required	An individual report that includes: • details of two contrasting events • the purpose, strategies and promotion of two contrasting events • an analysis of the effectiveness of marketing strategies

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	• an evaluation of marketing strategies and promotion for two contrasting events • recommendations for improvements.

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Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
9/A.D1	Evaluate the success of marketing strategies and methods used in different events, recommending areas of improvement.
9/A.M1	Analyse the effectiveness of marketing strategies in supporting the achievement of event aims and objectives for different events.
9/A.P1	Explain the purpose of marketing used to promote different events.
9/A.P2	Explain different marketing strategies that could be used to achieve event objectives.
Sources of information to support you with this Assignment	**Websites** https://marketinginsidergroup.com/event-marketing/top-event-marketing-strategies-ideas/ https://blog.bizzabo.com/event-marketing-examples www.eventbrite.co.uk/blog/academy/event-marketing-strategy-ds00/

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